

ORDER



Orders
Order / Rev: 68951
Alt Order #: 9853503 /Brad
Product Desc: Eugene Depasquale
Estimate: 2561
Flight Dates: 10/31/12 - 11/05/12
Original Date / Rev: 10/29/12 / 11/02/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency Name: Buying Time Media
Buying Contact:
Billing Contact:
 650 Massachusetts Ave NW
 Washington, DC 20001

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Depasquale/D/PA Auditor General
Demographic: HH
Product Codes: State Elections
Priority: P-2
Revenue Codes: AGY, POL-CAND, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	22	\$1,585.00	\$1,347.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$1,585.00	\$1,347.25	0.00
Totals	22	\$1,585.00	\$1,347.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WHP-TV CBS21	22%	\$1,585.00
Market	100%	\$7,204.55

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	77%	\$5,547.50
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	1%	\$72.05
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/31/12	11/02/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	--WTF--	:30	2	\$30.00	P-3	0.00	NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	--WTF--	2		\$30.00		0.00						
N 2	WHP	10/31/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	--WTF--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	--WTF--	1		\$110.00		0.00						
N 3	WHP	10/31/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	2	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	--WTF--	2		\$110.00		0.00						

Advertiser:	Depasquale/D/PA Auditor General
Product Desc:	Eugene Depasquale
Estimate:	2561

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	10/31/12	11/02/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	--WTF--	:30	2	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		2				\$110.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		M-F 5p-530p News		5p-530p	--WThF----	:30		(\$110.00)		0.00	NM		
	See MG 14.2, 14.3, 14.4 [Due to Political] Due to Political														
N 4	WHP	10/31/12	11/02/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	--WTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		1				\$125.00		0.00			
N 5	WHP	10/31/12	11/02/12	CBS This Morning CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	--WTF--	:30	2	\$40.00	P-3	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		2				\$40.00		0.00			
N 6	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	--WTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		2				\$70.00		0.00			
N 7	WHP	10/31/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	--WTF--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	--WTF--		2				\$70.00		0.00			
N 8	WHP	11/01/12	11/01/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	---T---	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
N 9	WHP	11/02/12	11/02/12	CBS This Morning CBS This Morning	CM	7:00 AM-8:00 AM (7:00 AM-8:00 AM)	----F--	:30	1	\$40.00	P-3	0.00	NM	1	\$40.00
N 10	WHP	11/01/12	11/01/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	---T---	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
N 11	WHP	11/01/12	11/02/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	---11--	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
N 12	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:30 AM-7:00 AM (6:30 AM-7:00 AM)	1--1---	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1---		1				\$70.00		0.00			
	Week:	11/05/12	11/11/12	1-----		1				\$70.00		0.00			
N 13	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	1--1---	:30	2	\$110.00	P-3	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	---1---		1				\$110.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		M-F 5p-530p News		5p-530p	---Th----	:30		(\$110.00)		0.00	NM		
	See MG 14.2, 14.3, 14.4 [Due to Political] Due to Political														
	Week:	11/05/12	11/11/12	1-----		1				\$110.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WHP	11/05/12-11/11/12		M-F 5p-530p News		5p-530p	M-----	:30		(\$110.00)		0.00	NM		
	See MG 13.3 [Due to Political] Due to Political														
3	WHP	11/04/12-11/04/12		Face the State		1130a-12p	-----Su	:30		\$110.00		0.00	NM		
	Ⓜ MG for 13.2 11/05 [MG within Flight]														
N 14	WHP	11/02/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	----F--	:30	1	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	----F--		1				\$110.00		0.00			

Order / Rev: 68951
 Alt Order #: 9853503 /Brad
 Flight Dates: 10/31/12 - 11/05/12

Advertiser: Depasquale/D/PA Auditor General
 Product Desc: Eugene Depasquale
 Estimate: 2561

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	WHP	11/02/12	11/02/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	----F--	:30	1	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$110.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WHP	10/29/12-11/04/12		M-F 530p-6p News See MG 14.2,14.3,14.4 [Due to Political] Due to Political	530p-6p		-----F----	:30	(\$110.00)		0.00	NM			
2	WHP	10/29/12-11/04/12		M-F 530p-6p News Ⓜ MG for 3.1,13.1,14.1 [MG within Flight]	530p-6p		-----F----	:30	\$175.00		0.00	NM			
3	WHP	11/02/12-11/02/12		M-F 6a-7a News Ⓜ MG for 3.1,13.1,14.1 [MG within Flight]	6a-7a		-----F----	:30	\$120.00		0.00	NM			
4	WHP	10/29/12-11/04/12		Su 1230a-130a Ⓜ MG for 3.1,13.1,14.1 [MG within Flight]	1230a-130a		-----Su	:30	\$35.00		0.00	NM			
													Totals	22	\$1,585.00